



THE CITY OF SAN DIEGO

8/15/01

ENVIRONMENTAL SERVICES

Media Advisory

CITY OF SAN DIEGO AND COUNTY OF SAN DIEGO KICK OFF SUMMER BREEZE PROGRAM TO DONATE FANS TO HOMEBOUND SAN DIEGANS

- WHAT:** The City of San Diego Councilmember Donna Frye and the County of San Diego Cool Zone Program Coordinator will kick off Summer Breeze, a joint program to raise funds to purchase electric fans for homebound residents.
- WHEN:** **WEDNESDAY, AUGUST 15, 2001**
1:30 TO 2:00 P.M.
- WHERE:** **Senior Community Center**
928 Broadway (in Downtown San Diego)
- WHY:** Temperatures in late August and September in San Diego are traditionally very hot, especially in San Diego inland areas. Both the City and the County have designated facilities, cooled to 78 degrees known as "Cool Zones," where people can go to find relief from the heat. But for residents who are homebound, the rising temperatures can be life threatening. In fact, the Centers for Disease Control report each summer hundreds of heat-related deaths throughout the United States.

The City of San Diego Councilmember Donna Frye and the County of San Diego's Cool Zones Coordinator will announce the kick off of the Summer Breeze Program that will raise funds to purchase fans for homebound residents. The combined goal is to raise money to purchase 5,000 fans. Although, the amount of fans purchased depends on the amount of dollars raised. The fund raising effort will continue through September 30, 2001.

The fund raising effort has been a multi-organizational effort between the City's Employee Share Program and the County's Employee Giving Program. The major private partner is San Diego Gas & Electric and retail partners are The Home Depot and Walmart. All partners have helped secure fans with financial contributions, grant dollars or discounts toward the purchase of fans.

Another major source of funding will be generated at Power PaLooza, an energy fair on Saturday, August 18, 2001 from 11 a.m. to 3 p.m. at 9601 Ridgehaven Court. Power PaLooza visitors can make a contribution to the Summer Breeze Program and learn about new energy saving technology and methods.

- VISUALS:** City of San Diego Councilmember Donna Frye, Sixth District
Fans to be donated to Seniors
Seniors who may be eligible to receive a fan
Representatives the City, County and SDG&E and Walmart

- FOR MORE INFORMATION:** **Nicole Hall, Supervising Public Information Officer**
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